

# Enterprise Mobility

## The Centralized Source of Governmentwide Mobile Solutions



### Introduction to the Program

GSA's Enterprise Mobility Program gives you everything you need to implement and manage your agency's wireless strategy and program.

Achieve value for your agency with enterprise mobility cost savings and optimal balance between functionality, security, and management with our three components:

- Federal Strategic Sourcing Initiative (FSSI) Wireless Blanket Purchase Agreements (BPAs).
- Mobile Device Management (MDM) and Mobile Application Management (MAM) sources.
- Telecommunications Expense Management and Mobile Lifecycle Management (TEM & MLM) sources.

### Background

GSA established the Enterprise Mobility Program to meet the **Digital Government Strategy (DGS)** Action Item 5.5, which required that GSA set up a governmentwide mobile-device management program. On May 23, 2012, the White House announced the DGS with the intent "to build a 21st-century platform to better serve the American people." The strategy states: "New expectations require the federal government to be ready to deliver and receive digital information and services anytime, anywhere and on any device. It must do so safely, securely, and with fewer resources" and "shift to an enterprise-wide asset-management and procurement model."

The program brings together mobility professionals from across government to: define the baseline for common requirements across agencies that are capable of adapting to multiple agency architectures; identify potential solutions meeting the greatest government need; and identify existing acquisition vehicles available that provide these solutions.

The federal government's ability to cohesively manage mobile assets and efficiently acquire MDM/MAM and TEM/MLM solutions is a key emerging need as the federal workforce and users increasingly demand mobile access and applications.

From the MDM/MAM perspective, this includes everything from configuration and provisioning to security, finding lost devices, and remotely enabling and disabling features. Data management, application deployment, and final disposal and disposition are also critical. From the TEM/MLM perspective, the increased use of mobile devices has presented agencies with challenges in identifying the right solutions to address their needs and acquiring them, and managing acquisitions while maintaining focus on critical issues such as security and costs savings. Solutions exist that address many of these needs. As current market conditions create complexity and risk for ordering activities, the Enterprise Mobility Program alleviates the complexity and risk to enable efficient and effective acquisition of enterprise-wide MDM/MAM and TEM/MLM solutions.

Enterprise Mobility services can be acquired using GSA's IT Schedule 70, Connections II contract, Alliant GWAC, 8(a) Stars II, SB Set Asides, and the FSSI Wireless BPAs.

### Features

- Allows you to acquire wireless services and devices at cost savings using the FSSI Wireless BPAs.
- Identifies potential MDM/MAM and TEM/MLM sources assessed against common federal requirements for security and functionality.



- Delivers expert information, guidance, and best practices to allow agencies to better and more cohesively and affordably manage mobile assets as part of enterprise-wide IT programs.
- Provides a centralized information repository and set of tools to enable agencies to more efficiently and effectively shop for qualified enterprise-class MDM/MAM and TEM/MLM solutions.
- Identifies and enables faster and easier procurement of MDM/MAM and TEM/MLM solutions by leveraging existing governmentwide contract vehicles.
- MDM/MAM lowers the complexity and risk associated with not only securely deploying and managing mobile applications and enterprise data on mobile devices but also managing the devices and mobile operating systems.
- TEM/MLM solutions deliver wireless and mobile expense, order and inventory management that can audit existing service plans and billing for contracts optimization for the purpose of reducing costs.
- Agencies that implement a telecommunications expense management solution typically capture 20 to 25 percent up-front savings associated with their carrier service and are able to successfully capture 8 to 10 percent per billing cycle thereafter.
- Adheres to federal policies and administrative priorities, including:
  - White House Digital Government Strategy (DGS) Security Baseline for MDM and MAM.
  - **Executive Order 13576: Delivering an Efficient, Effective and Accountable Government.**
  - FISMA Compliance (DoD 8500.1M or NIST SP 800-53 rev 4).
  - FIPS 140-2 to protect, control and manage data in transit between the MDM and the device using FIPS 140-certified cryptographic modules.

- Meeting Contract Optimization standards to comply with **OMB Circular A-123** and **Executive Order 13589**.

### Benefits

- **Save time and achieve cost savings** by using the FSSI Wireless BPAs to consolidate multiple wireless services, plans and devices across the enterprise into a streamlined program. Expect to save as much as 27 percent.
- **Save time** with GSA's Enterprise Mobility central repository and tools to identify potential sources of supply and services. These potential sources were assessed against robust federal requirements, which were developed by IT Security and program professionals across government. These solutions are already available on existing contracts for faster and more efficient acquisition.
- **Targeted savings** through a centralized approach to drive acquisition and operational savings through volume-purchasing and best practices identification/sharing.
- **Gain control** with your selection of qualified enterprise-class solutions to boost your agency's ability to manage mobile assets as part of your enterprise-wide IT portfolio.
- **Quickly acquire enterprise mobility solutions** and comply with the federal DGS initiative and other key federal policies and administrative priorities.

### For More Information

If you have questions regarding GSA's Enterprise Mobility Program, please contact the National Customer Service Center (NCSC) at **(855) ITaid4U [(855) 482-4348]** or send an email to [ITCSC@gsa.gov](mailto:ITCSC@gsa.gov). For additional information, please visit [www.gsa.gov/enterprisemobility](http://www.gsa.gov/enterprisemobility).